Our GREEN strategy.ca

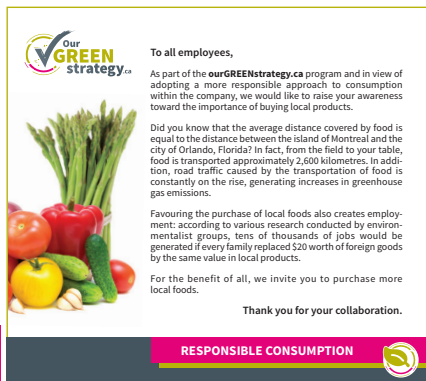## THE PROGRAM INCLUDES

› An assessment that makes clear your performance so far

› A customized **plan of 30 eco-responsible actions**

› **5 themes covered:**
Quality of life at work
Responsible consumption
Waste management
Energy efficiency
Grennhouse gas reduction

› **75 ready-to-use tools for downloading:**
arguments, posters, messages
to employees, instructions, lists

› A real-time **progress repor**

› A **visibility** kit

TOOL : INTERNAL EMAIL TEMPLATE

To all employees,

As part of the **ourGREENstrategy.ca** program and in view of adopting a more responsible approach to consumption within the company, we would like to raise your awareness toward the importance of buying local products.

Did you know that the average distance covered by food is equal to the distance between the island of Montreal and the city of Orlando, Florida? In fact, from the field to your table, food is transported approximately 2,600 kilometres. In addition, road traffic caused by the transportation of food is constantly on the rise, generating increases in greenhouse gas emissions.

Favouring the purchase of local foods also creates employment: according to various research conducted by environmentalist groups, tens of thousands of jobs would be generated if every family replaced $20 worth of foreign goods by the same value in local products.

For the benefit of all, we invite you to purchase more local foods.

Thank you for your collaboration.

RESPONSIBLE CONSUMPTION

CONCRETE, ECO-RESPONSIBLE MEASURES, AVAILABLE ONLINE TO DEPLOY AT YOUR OWN PACE

ACTION PLAN

- My Account
- Assessment
- Action Plan
- Progress Report
- Visibility kit
- Log out
- Print

You're now ready to take action!

You'll notice that your current performance is displayed as a % on a green line. This is the ratio of currently implemented to non-implemented GREENitiatives (those that do not apply are not included in the calculation).

Next, you'll be able start working on each section by clicking on the right arrow. This will open a table containing three elements for each GREENitiative: arguments, actions and your toolbox. Click on them to access the related document. Through My Toolbox, you can directly access posters, internal email templates and other instructions. Everything is fully laid out and ready to use!

Don't forget—each time you implement a new GREENitiative, come back to update your Assessment and watch your performance score improve.

YOU ARE → 20% **100% GREEN**

QUALITY OF LIFE AT WORK ⌄

RESPONSIBLE CONSUMPTION PRACTICES ⌃

Use drinking water from the municipal supply ✓
ARGUMENTS ACTIONS TOOLS

MY TOOLS LIST

"Drink Tap Water" awareness campaign: promotional poster — **DOWNLOAD**

"Drink Tap Water" awareness campaign: internal email template — **DOWNLOAD**

Use reusable cups and glasses ○
ARGUMENTS ACTIONS TOOLS

Raise awareness about packing eco-friendly lunches ○
ARGUMENTS ACTIONS TOOLS

Raise awareness about buying local foods ○
ARGUMENTS ACTIONS TOOLS

Reduce paper use to a minimum ○
ARGUMENTS ACTIONS TOOLS

PROGRESS REPORT

- My Account
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The progress report shows the GREENitiatives that your business currently has in place for each of the five core themes. It is updated whenever changes are made to your Assessment.

This report is printer-friendly.

Remember to use the visibility kit we provided when you signed up. It includes an email signature, logo to insert into your corporate material and more. Let your partners, customers and employees know that you are taking the environmentally responsible approach to business...and be recognized for it!

YOU ARE → 25% **100% GREEN**

QUALITY OF LIFE AT WORK ⌄

RESPONSIBLE CONSUMPTION PRACTICES ⌃

PERSONAL INITIATIVES

⊕

WASTE MANAGEMENT ⌄

ENERGY EFFICIENCY ⌄

REDUCING GREENHOUSE GAS EMISSIONS ⌄